

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
SUMMARY REPORT

Scratch Ticket Information

Date Completed

6/21/2016

Game #	1736	Confirmed Packs	6,472
Game Name	Hit \$200,000	Active Packs	1,695
Quantity Printed	15,295,350	Warehouse Packs	10,958
Price Point	\$5	Returned Packs	6,563
Start Date	12/21/2015	Printed Payout Percentage	68.03%
Top Prize	\$200,000	Percent Sold	86.61%
Number of Top Prizes Remaining	0	Number of Weeks Out	26

Current Game Sales Analysis

TANGIBLE COSTS

Expenditure Impact:

Cost to print tickets	\$ 357,146	Actual ticket production costs
Prize payout expense	\$ 44,125,545	Data from Instant Ticket Tier Liability screen in ES

Estimated Direct Costs **\$ 44,482,691**

TANGIBLE BENEFITS

Revenue Impact:

Estimated sales	\$ 66,236,513	Based on # of tkts printed, times % sold from DaVinci report, times the price point
Total Estimated Benefits	\$ 66,236,513	

Excess of Revenue over Expended \$ 21,753,822

INTANGIBLE POSITIVE BENEFITS:

- Allows for open bin space for new games at same price point with higher average weekly sales.
- Allows retailers to return inventory to TLC that is not selling thus releasing their financial burden

INTANGIBLE NEGATIVE BENEFITS:

- There are still valuable prizes remaining in this game.

Assumptions:

- Estimated sales revenue is calculated based on the number of tickets printed times the percent sold from the DaVinci report. The percent sold amount is based on pack settlements. Some partial packs could be returned thus slightly reducing the sales revenue amount reported above.

Weekly Sales Comparison Information

<u>Previous 3 Weeks Sales from DaVinci</u>		
Most recent week sales	\$	358,815
Next week	\$	406,145
Next week	\$	505,530
Avg Weekly Sales Current Game	\$	423,497
Avg Weekly Sales \$5; >19M Qty	\$	1,903,474
Percentage Of Variance In Sales		78%

TEXAS LOTTERY COMMISSION
Scratch Ticket Game Closing Analysis
RECOMMENDATION AND APPROVALS

Instant Ticket Information

Game #	1736	Printed Payout Percentage	68.03%
Game Name	Hit \$200,000	Actual Payout Percentage	66.62%
Percent Sold	86.61%	Number of Weeks Out	26
Average # of Weeks for 85% Sell-through for Same Price Point Game With Similar Print Run.			44

Recommendation

☐ Based on the findings in this Summary Report, I am recommending closing the above game.

☒ I am recommending closing the above game based on the below business reason(s):

Zero Top Prizes

Instant Product C

Pr

Date

By signing below, I agree with the recommendation of the Products Department Staff to close the above game.

Lottery Operations Division Director

Controller

Executive D

Date

Scratch Ticket Game Analysis
8/25/13-8/29/15

Average Number of Weeks for 85% Average Sell Through

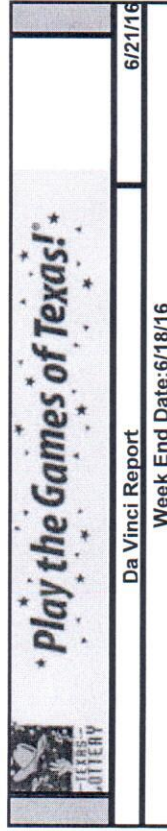
Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	Week 17*	None	None
5M-9.99M	Week 21*	Week 20	Week 21*	Week 23	3M	None	Week 12*	None	None
10M-14.99M	Week 18	None	Week 32	Week 28*	4M	Week 15*	Week 28*	None	None
15M-19.99M	None	Week 14*	Week 40*	Week 44	5M	Week 17	Week 53*	None	None
20M-24.99M	Week 29	None	Week 25	Week 40	6M	Week 27	None	None	None
25M-29.99M	Week 24*	None	Week 32*	None	7M	None	None	None	None
30M-34.99M	Week 41	Week 38*	Week 42*	None	8M	Week 11*	None	None	None
>35M	None	None	None	None	>9M	Week 46*	None	None	None

Average Weekly Dollar Sales at 85% Average Sell Through

Print Quantities	Price Point				Print Quantities	Price Point			
	\$1	\$2	\$3	\$5		\$10	\$20	\$25	\$50
< 5M	None	None	None	None	2M	None	\$2,594,609	None	None
5M-9.99M	\$374,525	\$672,785	\$888,939	\$1,662,696	3M	None	\$5,141,903	None	None
10M-14.99M	\$563,510	None	\$1,254,287	\$1,577,681	4M	\$2,420,727	\$2,572,436	None	None
15M-19.99M	None	\$1,868,863	\$1,056,146	\$1,903,474	5M	\$2,791,527	\$1,645,408	None	None
20M-24.99M	\$670,685	None	\$2,099,544	\$2,268,456	6M	\$1,935,874	None	None	None
25M-29.99M	\$906,926	None	\$1,998,723	None	7M	None	None	None	None
30M-34.99M	\$679,082	\$1,371,324	\$1,878,107	None	8M	\$6,420,059	None	None	None
>35M	None	None	None	None	>9M	\$2,249,003	None	None	None

None = no games at this level with 85% sell through
* only one game at this level with 85% sell through

Excludes Promotional Tickets
Unaudited - For Internal Use Only



Product Line	Game	\$	Tix Run	Name	Start	Call	Gameplay					Sales					Net Sales				
							Close	Wks	% Sold	Confirmed	Active	Ware	Return	6/18/16	6/11/16	6/4/16	5/28/16				
Mature	1780	\$2	8,919,000	SOLID GOLD	12/7/15		28	83.67%	3,357	1,886	5,587	138	\$141,368.00	\$158,900.00	\$198,228.00	\$196,056.00					
	1798	\$3	35,460,375	BONUS CASHWORD	2/29/16		16	31.19%	20,956	9,593	162,317	4	\$2,181,372.00	\$2,302,068.00	\$2,413,818.00	\$2,302,890.00					
	1789	\$3	20,804,850	TEXAS LOTERIA	12/22/15		26	81.18%	28,328	11,375	9,412	5	\$1,643,532.00	\$1,703,841.00	\$1,785,606.00	\$1,790,067.00					
	1715	\$5	20,354,025	\$100,000 CASHWORD-O-RAMA	9/21/15		39	81.21%	17,514	7,177	24,085	13	\$1,934,735.00	\$2,012,515.00	\$2,122,325.00	\$2,035,980.00					
	1790	\$5	20,391,825	100000 MEGA BINGO	1/18/16		22	31.78%	14,645	7,594	161,727	9	\$1,196,340.00	\$1,223,645.00	\$1,309,535.00	\$1,274,445.00					
	1784	\$5	15,224,625	BONUS BREAK THE BANK	12/7/15		28	58.71%	14,803	7,646	59,833	6	\$1,361,870.00	\$1,441,135.00	\$1,525,400.00	\$1,480,705.00					
	1702	\$5	8,440,200	FUNKY 5'S	2/11/16		20	71.65%	5,017	3,316	22,028	37	\$455,850.00	\$557,715.00	\$619,425.00	\$642,370.00					
	1736	\$5	15,295,350	HIT \$200,000	12/21/15		26	86.61%	6,472	1,695	10,958	6,563	\$358,815.00	\$406,145.00	\$505,530.00	\$554,605.00					
	1625	\$5	8,423,775	MEGA SLOTS	2/15/16		18	52.79%	6,403	3,756	40,513	558	\$466,095.00	\$526,035.00	\$583,840.00	\$614,855.00					
	1796	\$5	30,592,725	SUPER LOTERIA	2/29/16		16	35.65%	28,930	10,319	219,797	9	\$3,423,020.00	\$3,518,590.00	\$3,831,235.00	\$3,650,655.00					
	1744	\$5	7,333,050	TEXAS LOTTERY LIVE!	3/7/16		15	53.59%	9,844	4,802	29,462	51	\$572,230.00	\$666,730.00	\$735,805.00	\$753,995.00					
	1644	\$10	28,500,450	\$200,000.00 CASH BLOWOUT	7/21/14		100	66.39%	5,170	3,103	181,898	8	\$739,820.00	\$748,260.00	\$848,730.00	\$822,660.00					
	1797	\$10	12,140,000	CASHWORD MULTIPLIER	3/9/16		14	38.58%	20,412	8,547	117,789	3	\$3,158,630.00	\$3,160,640.00	\$3,399,940.00	\$3,252,130.00					
	1737	\$10	10,279,300	HIT \$500,000	1/4/16		24	86.96%	16,978	8,339	268	11	\$2,172,300.00	\$2,268,290.00	\$2,542,050.00	\$2,420,530.00					
	1719	\$10	12,204,850	THE BIG MONEY SUPER TICKET	3/7/16		15	63.49%	26,044	9,253	51,383	12	\$2,950,530.00	\$3,092,890.00	\$3,807,420.00	\$3,589,890.00					
	1671	\$20	34,144,650	\$500,000,000 CASH	5/18/15		57	23.02%	12,644	4,441	1,032,380	18	\$1,384,720.00	\$1,444,340.00	\$1,635,280.00	\$1,609,880.00					
	1745	\$20	6,102,825	\$500,000 MONEY MANIA	2/11/16		20	44.88%	14,347	6,174	111,664	134	\$1,238,180.00	\$1,271,940.00	\$1,542,200.00	\$1,485,740.00					
	1387	\$20	34,320,175	\$500M EXTREME CASH BLAST	8/13/12		201	53.62%	7,646	2,634	607,601	71	\$900,160.00	\$923,620.00	\$995,160.00	\$954,440.00					
	1740	\$20	10,279,550	HIT \$1,000,000	12/21/15		26	56.74%	24,694	7,107	143,786	17	\$2,603,820.00	\$2,841,560.00	\$3,305,200.00	\$3,283,500.00					
1593	\$50	3,669,860	DIAMOND DOLLARS	5/4/15		59	81.28%	6,843	2,954	22,701	86	\$1,159,500.00	\$1,182,800.00	\$1,362,950.00	\$1,463,300.00						
Sold/Closing	1691	\$1	32,555,550	\$1 SET FOR LIFE	8/3/15	7/17/16	46	78.53%	7,935	4,528	32,370	8	\$242,381.00	\$263,435.00	\$268,668.00	\$265,224.00					
	1727	\$1	11,256,000	MUSTACHE MONEY	11/2/15	5/15/16	33	93.03%	16	17	0	4,386	\$2,038.00	\$4,691.00	\$13,426.00	\$16,352.00					
	1700	\$1	11,135,250	WILD 1'S	2/1/16	7/17/16	20	89.67%	2,902	1,705	0	2,006	\$111,238.00	\$131,464.00	\$163,593.00	\$177,782.00					
	1677	\$2	7,159,250	FIND THE 9'S	2/15/16	7/17/16	18	94.75%	827	562	0	1,234	\$74,550.00	\$81,310.00	\$112,810.00	\$131,248.00					
	1724	\$2	10,091,625	STOCKING STUFFER	10/19/15	5/15/16	35	78.71%	3	2	4,151	12,293	-\$4,120.00	-\$5,330.00	-\$7,356.00	-\$36,810.00					
	1728	\$2	5,133,625	VETERANS CASH	11/2/15	5/15/16	33	90.31%	11	4	0	3,049	-\$4,142.00	-\$3,872.00	-\$430.00	-\$9,816.00					
	1783	\$2	7,137,375	WWE	1/16/15	7/17/16	31	54.63%	916	316	17,180	6,966	\$21,134.00	\$26,178.00	\$37,858.00	\$44,450.00					
	1786	\$3	6,093,375	LUCKY MULTIPLIER	1/18/16	6/17/16	22	89.06%	1,643	914	0	1,973	\$132,384.00	\$168,993.00	\$213,903.00	\$227,847.00					
	1687	\$5	10,273,275	20X THE CASH	7/20/15	5/15/16	48	98.93%	3	0	0	1,148	-\$595.00	-\$70.00	-\$3,895.00	\$2,285.00					
	1768	\$5	8,066,400	HIGH ROLLER	10/19/15	5/15/16	35	82.67%	7	4	15,246	2,951	\$2,345.00	\$5,000.00	\$10,550.00	\$32,745.00					
	1723	\$5	8,528,175	MERRY MONEY	10/5/15	5/15/16	37	82.57%	3	0	7,724	11,522	-\$3,325.00	-\$5,220.00	-\$14,530.00	-\$37,355.00					
	1733	\$5	12,236,475	SUPER LOTERIA	12/1/15	5/15/16	28	97.41%	13	5	0	3,882	\$595.00	\$1,710.00	\$3,590.00	\$17,695.00					

Prize Structure
TEXAS LOTTERY
GAME NO.1736 "HIT \$200,000"
8/24/2015 - VERSION A

Order Quantity:		15,295,350	Pack Size:	75	Pool Size:	120,000	Winners:	3,706,474	Price Fund:	\$52,028,050.00	Total Payout	
Price Point:		\$5.00	Packs/Game:	203,938	Number of Pools:	127.46	Non-winners:	11,588,876	Payout:	68.03%		
Revenue:		\$76,476,750.00	Packs/Pool:	1,600			Overall Odds:	4.1267				

Kind	Wins	Gel	Win	Value	Odds (1 in)	Winners		Total	Total Prize Cost	% Prize Fund
						Pack	Pool			
01	1	\$5	\$5	\$5.00	8.8241	8.50	13,600.00	1,733,354	\$8,666,770.00	16.66%
02	1	\$10	\$10	\$10.00	18.7480	4.00	6,400.00	815,838	\$8,158,380.00	15.68%
03	2	\$5 x 2	\$10	\$10.00	21.4302	3.50	5,600.00	713,730	\$7,137,300.00	13.72%
04	1	\$25	\$25	\$25.00	300.0206	0.25	400.00	50,981	\$1,274,525.00	2.45%
05	3	(\$10 x 2) + \$5	\$25	\$25.00	299.9971	0.25	400.00	50,985	\$1,274,625.00	2.45%
06	1	\$5 (5X)	\$25	\$25.00	166.6487	0.45	720.00	91,782	\$2,294,550.00	4.41%
07	1	\$50	\$50	\$50.00	799.4225	0.09	150.00	19,133	\$956,650.00	1.84%
08	4	\$25 + (\$10 x 2) + \$5	\$50	\$50.00	796.4669	0.09	150.00	19,204	\$960,200.00	1.85%
09	4	(\$10 x 2) + \$5 + \$5 (5X)	\$50	\$50.00	401.4001	0.19	300.00	38,105	\$1,905,250.00	3.66%
10	1	\$10 (5X)	\$50	\$50.00	399.9935	0.19	300.00	38,239	\$1,911,950.00	3.67%
11	1	\$50 (HIT)	\$50	\$50.00	145.9132	0.51	822.00	104,825	\$5,241,250.00	10.07%
12	1	\$100	\$100	\$100.00	8054.4234	0.01	15.00	1,899	\$189,900.00	0.36%
13	5	\$50 + \$25 + (\$10 x 2) + \$5	\$100	\$100.00	7970.4794	0.01	15.00	1,919	\$191,900.00	0.37%
14	7	\$25 + \$10 (5X) + (\$5 x 5)	\$100	\$100.00	3983.1641	0.02	30.00	3,840	\$384,000.00	0.74%
15	1	\$20 (5X)	\$100	\$100.00	3979.0193	0.02	30.00	3,844	\$384,400.00	0.74%
16	6	\$50 (HIT) + (\$10 x 5)	\$100	\$100.00	2061.6458	0.04	58.00	7,419	\$741,900.00	1.43%
17	1	\$250	\$250	\$250.00	23677.0124	0.00	5.00	646	\$161,500.00	0.31%
18	20	\$50 + (\$25 x 3) + (\$10 x 9) + (\$5 x 7)	\$250	\$250.00	23824.5327	0.00	5.00	642	\$160,500.00	0.31%
19	10	\$100 + (\$25 x 3) + \$10 (5X) + (\$5 x 5)	\$250	\$250.00	11829.3503	0.01	10.00	1,293	\$323,250.00	0.62%
20	1	\$50 (5X)	\$250	\$250.00	11949.4922	0.01	10.00	1,280	\$320,000.00	0.62%
21	3	(\$100 x 2) + \$50 (HIT)	\$250	\$250.00	3554.5782	0.02	34.00	4,303	\$1,075,750.00	2.07%
22	1	\$500	\$500	\$500.00	59284.3023	0.00	2.00	258	\$129,000.00	0.25%
23	20	\$100 + (\$50 x 3) + (\$25 x 7) + (\$10 x 6) + (\$5 x 3)	\$500	\$500.00	59284.3023	0.00	2.00	258	\$129,000.00	0.25%
24	7	\$250 + \$100 + \$50 + (\$25 x 4)	\$500	\$500.00	39522.8682	0.00	3.00	387	\$193,500.00	0.37%
25	10	\$50 (HIT) + \$50 (5X) + (\$25 x 8)	\$500	\$500.00	39522.8682	0.00	3.00	387	\$193,500.00	0.37%
26	1	\$100 (5X)	\$500	\$500.00	23787.4806	0.00	5.00	643	\$321,500.00	0.62%
27	1	\$1,000	\$1,000	\$1,000.00	119494.9219	0.00	1.00	128	\$128,000.00	0.25%
28	20	\$250 + (\$100 x 3) + (\$50 x 5) + (\$25 x 6) + (\$10 x 5)	\$1,000	\$1,000.00	119494.9219	0.00	1.00	128	\$128,000.00	0.25%
29	2	\$500 x 2	\$1,000	\$1,000.00	119494.9219	0.00	1.00	128	\$128,000.00	0.25%
30	3	\$250 + \$100 (5X) + \$50 (5X)	\$1,000	\$1,000.00	59284.3023	0.00	2.00	258	\$258,000.00	0.50%
31	3	(\$250 x 2) + \$100 (5X)	\$1,000	\$1,000.00	39728.1818	0.00	3.00	385	\$385,000.00	0.74%
32	1	\$20,000	\$20,000	\$20,000.00	62176.2195	0.00	1.92	246	\$4,920,000.00	9.46%
33	1	\$200,000	\$200,000	\$200,000.00	2185050.0000	0.00	0.06	7	\$1,400,000.00	2.69%
Total:									\$2,028,050.00	100.00%

* Exact quantity to be delivered to the lottery.

ORIGINAL ORDER
SHIPMENT # 1-4
COMPLETE
POOLS # 1 - 140

No.	06/21/16						
	Game Name	Game No	Inv No.	Vendor	TLC PO #		
	Hit \$200,000	1736	1025869-4	SGI	362-16-9019 RL006		

Truck #	Description/Tickets Delivered Qty	Units per 1000	Unit Price	Amount
1	3,883,950	3,883.95	\$23.35	\$90,690.23
2	3,884,175	3,884.18	\$23.35	\$90,695.49
3	3,884,850	3,884.85	\$23.35	\$90,711.25
4	3,642,375	3,642.38	\$23.35	\$85,049.46
				<u>\$357,146.42</u>

Delivered	15,295,350
Ordered	15,000,000
2% under	14,700,000
2% over	15,300,000
Acceptable Range	0

Total	\$357,146.42
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Liability for 1736 / for Life to Date

Product Status:
ActiveSmartCash Enabled:
N/A

Validation Range: 11/21/2015 - 02/02/2017

Outstanding Prizes

Tier	Ref	SmartCash	Tier Value	Count	Amount	Tickets Paid Life to Date	Amount Paid Life to Date	% paid	Est. Tickets Sold
1	1	N/A	\$5.00	309784	\$1,548,920.00	1423570	\$7,117,850.00	82.13%	12561774
2	2	N/A	\$10.00	138918	\$1,389,180.00	676920	\$6,769,200.00	82.97%	12690912
3	3	N/A	\$10.00	104974	\$1,049,740.00	608756	\$6,087,560.00	85.29%	13045740
4	0	N/A	\$25.00	8404	\$210,100.00	42577	\$1,064,425.00	83.52%	12773976
5	0	N/A	\$25.00	7030	\$175,750.00	43955	\$1,098,875.00	86.21%	13186370
6	0	N/A	\$25.00	13316	\$332,900.00	78466	\$1,961,650.00	85.49%	13076256
7	0	N/A	\$50.00	3171	\$158,550.00	15962	\$798,100.00	83.43%	12760381
8	0	N/A	\$50.00	2625	\$131,250.00	16579	\$828,950.00	86.33%	13204624
9	0	N/A	\$50.00	5072	\$253,600.00	33033	\$1,651,650.00	86.69%	13259448
10	0	N/A	\$50.00	5518	\$275,900.00	32721	\$1,636,050.00	85.57%	13088186
11	0	N/A	\$50.00	14435	\$721,750.00	90390	\$4,519,500.00	86.23%	13189093
12	0	N/A	\$100.00	332	\$33,200.00	1567	\$156,700.00	82.52%	12621281
13	0	N/A	\$100.00	275	\$27,500.00	1644	\$164,400.00	85.67%	13103468
14	0	N/A	\$100.00	532	\$53,200.00	3308	\$330,800.00	86.15%	13176306
15	0	N/A	\$100.00	573	\$57,300.00	3271	\$327,100.00	85.09%	13015371
16	0	N/A	\$100.00	1073	\$107,300.00	6346	\$634,600.00	85.54%	13083204
17	0	N/A	\$250.00	111	\$27,750.00	535	\$133,750.00	82.82%	12667201
18	0	N/A	\$250.00	76	\$19,000.00	566	\$141,500.00	88.16%	13484685
19	0	N/A	\$250.00	173	\$43,250.00	1120	\$280,000.00	86.62%	13248872
20	0	N/A	\$250.00	200	\$50,000.00	1080	\$270,000.00	84.38%	12905451
21	0	N/A	\$250.00	596	\$149,000.00	3707	\$926,750.00	86.15%	13176821
22	0	N/A	\$500.00	44	\$22,000.00	214	\$107,000.00	82.95%	12686840
23	0	N/A	\$500.00	36	\$18,000.00	222	\$111,000.00	86.05%	13161115
24	0	N/A	\$500.00	66	\$33,000.00	321	\$160,500.00	82.95%	12686840
25	0	N/A	\$500.00	50	\$25,000.00	337	\$168,500.00	87.08%	13319206
26	0	N/A	\$500.00	94	\$47,000.00	549	\$274,500.00	85.38%	13059326
27	0	N/A	\$1,000.00	16	\$16,000.00	112	\$112,000.00	87.50%	13383431
28	0	N/A	\$1,000.00	16	\$16,000.00	112	\$112,000.00	87.50%	13383431
29	0	N/A	\$1,000.00	17	\$17,000.00	111	\$111,000.00	86.72%	13263936
30	0	N/A	\$1,000.00	33	\$33,000.00	225	\$225,000.00	87.21%	13338968
31	0	N/A	\$1,000.00	57	\$57,000.00	328	\$328,000.00	85.19%	13030843
32	0	N/A	\$20,000.00	40	\$800,000.00	206	\$4,120,000.00	83.74%	12808301
33	0	N/A	\$200,000.00	0	\$0.00	7	\$1,400,000.00	100.00%	15295351
Totals:				617657	\$7,899,140.00	3,088,817	\$44,128,910.00		